

POPLAR RIVERSIDE

E14

CITY. PARK. RIVER. CLUB.

Poplar Riverside is set to become one of East London's most vibrant neighbourhoods, located on the banks of the River Lea offering over 2,800 homes, a beautiful new 2.5 acre park and world-class residents' facilities. Within the Lower Lea Valley, which is currently undergoing rapid change.

Set within Zone 2/3 and only a 12 minute cycle ride to Canary Wharf, Poplar Riverside will open up green space and river walkways for both residents and the public to enjoy.

11th floor balcony view at Calico House

St William
Designed for life

LOCATION

Perfectly located in Zone 2/3. By bicycle, Canning Town Underground station can be reached in 6 minutes, Canary Wharf in 12 minutes and Stratford in 16 minutes.

1
MILE
to Canning Town

12
MINUTE
cycle ride to
Canary Wharf

6
MINUTES
to the City by
Crossrail

38
MINUTES
to Kings Cross St
Pancras Station





FIRST PHASE:

CALICO HOUSE

- 27 SUITES
- 66 ONE BEDROOMS
- 63 TWO BEDROOMS

Poplar Riverside occupies 20 acres and will provide 2,800 new homes, a new school, a new park, as well as a gym, a crèche, shops, restaurants and cafes all set to become a new and vibrant neighbourhood within Zone 2/3.

With over half the development dedicated to green space, the transformation will provide a 2.5-acre public park with an adventure and nature playground for children to explore alongside a 500m riverside walkway.

A beautiful collection of contemporary homes, some with fantastic views overlooking the river.



Computer generated image, indicative only.



The 16,000 sq ft stunning residents-only Riverside Club has been designed by Bergman Interiors, and includes a large co-working suite with open plan spaces, bookable meeting rooms, a bar, as well as private outdoor terrace, a lobby-style Great Room, private cinema and games room. The first floor Riverside Spa features a stunning 20m pool, vitality pool, salt inhalation and steam rooms with wide views of the River Lea.

- 24hr concierge
- 20m swimming pool and vitality pool
- Spa including sauna, steam and salt inhalation room
- Experience Shower
- Changing rooms
- Cinema room
- Games room and Card room

- Private meeting rooms
- The Great Room
- The Workspace - both shared and private booths for meetings, more formal appointments can be held in the bookable meeting rooms
- Residents' Den Lounge
- Private call booth

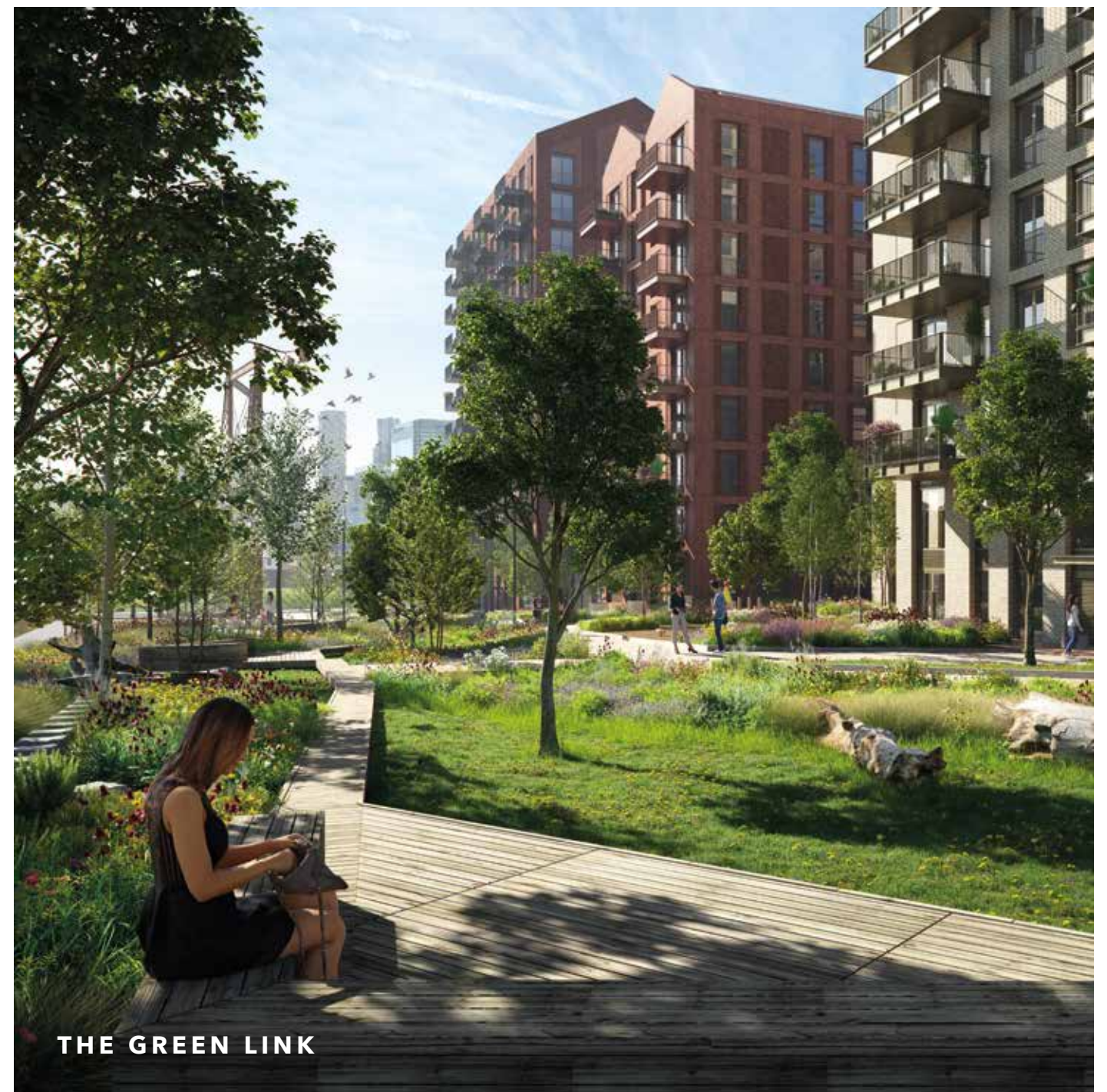
Computer generated images, indicative only.



Poplar Riverside will create 90,000 sq ft of new commercial space designated for established retailers, a new Sainsbury's food store, cafés, riverside pub, restaurants, start-ups and entrepreneurs to help provide growth to the local area. Including, Shelduck Square, a 10,000 sq ft public square will serve as a fantastic space for community events.

Poplar Riverside celebrates everything East London has to offer with landscape at its heart.

The Green Link runs the length of Poplar Riverside and features over 6,000 sq ft of planting. As well as also connecting the park, square and gardens, it provides beautiful green frontage for the on-site cafés and restaurants.



THE GREEN LINK



THE DEVELOPER

St William is a joint venture between the Berkeley Group and National Grid. Our vision is to develop sites that have been closed to the public for decades and reconnect them to the community.

We want the places built by St William to be renowned for the quality of their landscape and the open space. The term 'landscape' comes from two words meaning 'to shape a place where people belong'.

The idea that inspires our approach is the space between buildings where you can create a community and somewhere that is sociable, sustainable and safe.

Backed by the strength and expertise of National Grid and the Berkeley Group, St William will regenerate sites at the heart of communities across London and the South of England, creating homes for people to enjoy.

LOCATION

Poplar, Leven Road, London

LOCAL AUTHORITY

London Borough of Tower Hamlets

TENURE

999 year lease from first completion (Q3/2023)

ARCHITECTS

Masterplan - JTP Architects
Phase 1 - EPR Architects

LANDSCAPE ARCHITECTS

LDA Design

INTERIOR DESIGN

MAKE - Interior apartments
Bergman Interiors - Resident facilities and concierge

WARRANTY

2 years under St William and 10 year NHBC warranty

COMPLETION

Phase 1 - First Release
156 Private Homes
Calico House
Block C2: Jul 23 – Jan 24
Block C1: Feb 24 – Aug 24

PARKING

In line with Tower Hamlet's net zero carbon commitments, we are providing a limited number of parking spaces for private users to rent for a maximum of 12 months, subject to availability. Please speak to a sales consultant to find out more.

GROUND RENT

For all reservations from 30th June 2022, in line with government guidelines, a peppercorn ground rent will be applicable to all apartments.

SERVICE CHARGE

Service charge is estimated at £3.87 - £4.38 per sq ft per annum

COUNCIL TAX

Tower Hamlets
Over *£320k = £3,039.96 per annum
Information to be taken from Council Tax Guide 2022-2023

TERMS OF PAYMENT

Purchasing Procedure C2:
£2,500 Reservation Fee*, 10% Deposit upon Exchange of Contracts, 10% Advanced Payment 6 Months after Exchange, 80% Balance upon Completion.

Purchasing Procedure C1:
£2,500 Reservation Fee*, 10% Deposit upon Exchange of Contracts, 10% Advanced Payment 12 Months after Exchange, 80% Balance upon Completion.

St William can retain up to £450 of the reservation fee should the customer cancel their purchase after contracts are issued

SOLICITORS

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OUR VISION
2030
TRANSFORMING TOMORROW

Proud to be a member of the Berkeley Group of companies



St William
Designed for life

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